

LUCIUS WILLIAMS

Global Sales & Revenue Leadership Executive

Enterprise SaaS • Cloud & Digital Infrastructure • Commercial Excellence

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PROFESSIONAL EXPERIENCE

Amazon Web Services (AWS) Jun 2021 – Jan 2026

Head of Customer Acquisition — Telco, Media, Entertainment, Games, Sports, DNB & Enterprise, NA Jan 2024 – Jan 2026

200+ professionals (5 senior managers, 18 managers, 170+ ICs) • \$2B+ annual closed-won

- Own \$2B+ annual revenue target and \$9B enterprise pipeline with +/-3% forecast accuracy across 5 countries.
- Full P&L accountability for \$500M+ in operations. Lead GTM systems for segmentation, use-case motions, and territory coverage.
- Grew partner deal involvement from 38% to 56%, influencing \$400M+ in annual TCV.
- Drive cross-functional execution across Sales, Partner, SA, Marketing, and Operations. Lead executive QBRs and \$50M-\$100M+ strategic transactions.

Head of Inbound & Games Demand Generation, North America Jan 2022 – Nov 2023

150+ international team

- Scaled \$1B+ pipeline through partner-led GTM. Achieved 150%+ revenue goal attainment.
- Improved campaign performance 50% while reducing cost 30% through operational discipline.
- Led AI transition from rules-based to generative AI engagement, driving 40% engagement increase and 65% response time reduction.

Head of Inbound Demand Generation & Early Career Talent, NA Jun 2021 – Dec 2021

- Delivered 30% marketing ROI improvement and 20% CAC reduction via predictive analytics. Lifted customer retention from 82% to 95%.

Comcast Northeast Division Oct 2019 – Jun 2021

Senior Director, Inside Sales Oct 2020 – Jun 2021

- Scaled workforce 5x and doubled mobile conversion rates to deliver \$1.2B in annual revenue impact.
- Operationalized a high-volume B2C sales engine by implementing standardized coaching cadences, real-time performance dashboards, and cross-functional feedback loops, driving a 20% lift in sales efficiency and 18% improvement in customer satisfaction.
- Unified five regional inside sales teams into a single divisional organization by aligning operating norms, leadership expectations, and career paths across distinct local cultures improving pulse survey results, sustaining low attrition, and accelerating leadership development and internal progression.

CORE COMPETENCIES

SALES & GTM

- Go-to-Market Strategy
- Sales Productivity Optimization
- Pipeline Governance
- Revenue Operations
- Commercial Execution
- Sales Strategy & Change Mgmt
- Performance Management

TECHNOLOGY

- AWS (Solutions Architect Pro)
- Enterprise SaaS
- Cloud Infrastructure
- Generative AI
- CRM Systems
- Predictive Analytics

INDUSTRIES

- Telecommunications
- Media & Entertainment
- Gaming & Sports
- Digital Native Businesses
- Enterprise Technology

SEGMENTS

- Fortune 500 / Strategic
- Enterprise
- Mid-Market / SMB
- Consumer-to-Business

LEADERSHIP

- Global Team Leadership
- P&L Management
- Cross-Functional Collaboration
- Executive Stakeholder Alignment
- Post-Acquisition Integration
- Talent Development & Retention

EDUCATION

Carnegie Mellon University

Executive Program, Business Leadership
2020

Webster University

M.A. Organizational Development & Change Leadership
2019

Director, Inside Sales

Oct 2019 – Oct 2020

- Achieved national top-3 close rates through targeted coaching and data-driven pipeline management.
- Drove 20%+ increase in cross-sell and bundle attach through product-marketing alignment. Codified repeatable sales motions into reusable playbooks.
- Delivered highest employee pulse survey score (+60% eNPS) across all five regional inside sales organizations through intentional culture-building and team investment.

Verizon

Oct 2014 – Sep 2019

District Sales Manager, Retail

- Delivered \$3B cumulative revenue at 112% average attainment (\$600M vs \$536M plan).
- Scaled a new retail-to-SMB channel to 500 business accounts and \$9M ARR in 18 months, driving ~1 new SMB customer per seller per month through targeted acquisition mechanisms.
- Improved retention 20%+. Drove \$110M cumulative savings over 4 years through digital transition initiatives.
- Mentored 25+ sales professionals, 80% promoted to management within 24 months.

Webster University

M.B.A. Human Capital Management
2012

Charleston Southern University

B.A. Business Administration
2007

CERTIFICATIONS

AWS Certified Solutions Architect
Professional (2024)

Executive Sponsor, AWS Enterprise SaaS
Deal Program

TALI Leadership Development, Comcast
Division, Carnegie Mellon University

AWS Leadership Program